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Growers, Hybridizers and
Originators
of Choice Flowers

CHARLES G. DAVIS

(Chageda Gardens)

Wholesale and Retail
Seeds, Bulbs,
Plants and Cuttings

OFFICE: 778-798 JOAQUIN AVENUE

SAN LEANDRO, CALIFORNIA

DECEMBER
1928

RECEIVED

JAN 20 1929

U.S. Department of Agriculture

62.09
Dear Flower Grower:

Discount Price 1.00
611

We are pleased to announce our purchase of the Good Will and remaining saleable stock of Richard Diener Co. Inc., Kentfield, California (famous for Petunia and other choice flower seeds).

We also, at Chageda Gardens, have a reputation for exceptionally fine Flower Seeds and Bulbs, and hope the customers of the Kentfield Company will continue sending their orders to the neighboring town of San Leandro - to Chageda Gardens.

The stocks of Diener Company Seeds have been hauled from Kentfield and are now in our warehouse. They represent many thousands of dollars in labor, to plant, cultivate, rogue, harvest and clean them. It was a big question what we would do with this seed, as it was not of last crop, most of it being two years old. Our test show high fertility in most of the items and we considered it an economic waste to destroy the seed. Most seed remains fertile from two to six years.

On the other hand, our reputation for shipping only fresh seed would not permit us to sell it. If we cannot sell it and don't want to destroy it, there is only one thing to do -

G I V E I T A W A Y!

And that is exactly what we are going to do - GIVE IT AWAY! You were one of the customers of the Richard Diener Co., whose purchases built up this business. Therefore we feel YOU and the rest of the customers of this company should divide these seeds among yourselves. THERE ARE NO STRINGS TO THIS OFFER! On your request we will forward a liberal assortment of these seed packets. AND HERE IS THE WAY TO GET THEM -

1. Simply write us a letter saying -"Please send my FREE Richard Diener Co. seed assortment", enclosing a stamp to cover postage on the envelope of seed to you.
2. To further convince you that we are absolutely going to GIVE these seed away, we will extend this offer to two of your friends who have gardens, if you will send us their names. (They will get smaller quantities than you.)
3. The regular customers of Chageda Gardens will also share in this seed and will have first choice on the famous Petunia Seed. We hope you will see something on this circular you will want to buy, for if you do - YOU WILL RECEIVE A DOUBLE QUANTITY OF THIS FREE SEED - One share as a customer of the Richard Diener Co. Inc., and one share as a customer of Chageda Gardens - giving you twice as many varieties.

Your request for free seed must reach us within two weeks.
BETTER DO IT TODAY. Look over our values on next three pages.

Sincerely yours,
CHARLES G. DAVIS of CHAGEDA GARDENS

OUR BIG FREE CATALOG IS OUT NEXT MONTH. WANT A COPY?

D. N. Shoemaker

PUT YOUR PEN TO WORK

It is our practice to gain new customers by advertising in leading magazines and newspapers, in which we make special attractive offers at much reduced prices.

We feel you should have the benefit of these offers FIRST and we give you herewith an advance proof of them, so that you may order at once and get the best choice of the better varieties we put into these assortments. Fill in the order blank NOW, and send it in TODAY. These assortments make splendid gifts to your friends.

YOU WILL WANT THESE

DAME FASHION
HAS DECREED
THAT
POMPONS
AND THE
ENGLISH
SINGLE
BEDDING
DAHLIAS
WILL BE USED
FOR HOME
DECORATION
DURING THE
NEXT
SEVERAL
YEARS.



POMPON DAHLIA—Actual Size

Professional florists have that "sixth sense" which tells them what variety of flowers will be popular and fashionable during the next few seasons, and the flower which is popular at the banquet table is always the jewel of your garden.

Some of the most successful florists follow the advice of Fritz Bahr, who for more than 12 years has made these advance suggestions in the Florists' Exchange.

Last month he said:

"By all means plant Pompon Dahlias as well as the English Bedding Singles that are so easily raised from seed, yielding a mass of bloom all through the late Summer and early Fall."

From our regular choice catalog varieties of Pompon Dahlias have been selected an assortment which we believe is without equal as to value, or quality.

These assortments are made up of the newer sorts which are found in our catalog up to 75c per bulb, and are the newer types and colors, every one of which is a popular cut flower in the Flower Markets of the better class.

The tubers you will get are strong, healthy and each one is named. Twelve beautiful Pompons delivered to your door for less than the regular price of five tubers!

OFFER NO. C-29: One dozen Pompon Dahlia Tubers of our selection, and of standard varieties of exceptional beauty\$2.75

OFFER NO. C-30: A Pompon Dahlia Hedge consisting of 50 Dahlia Tubers which will make a hedge 50 feet long if planted single row, or 25 feet long if planted double row. We will furnish this in either assorted varieties or all of one variety 9.50

OFFER NO. C-31: A Pompon Dahlia Hedge, same as above offer C-30 except 100 tubers, making a hedge 100 feet long if planted single row, or 50 feet long if planted double row. We will furnish these assorted varieties, or all one variety17.50

English Bedding Single Dahlias

These are best described in a leading seed catalog under "New and Rare Flowers" as follows:

"The plants are in full bloom in a little less than three months after planting and continue uninterruptedly until frost. With flowers the same size as the well-known single Dahlia, this new dwarf race is even more floriferous, while the plant is in full bloom does not exceed two feet in height, thus making it ideal for bedding. The flowers are held erect on long, stiff stems, and literally break away from the ground furnishing the most excellent material for cutting—decidedly a feature in the garden. We believe it will replace the Geranium to a great extent once its grace and beauty are generally recognized."

These Dahlias reproduce themselves, as to form, from seed and are easily grown, coming to a full range of colors (white to deep maroon) with some very fine combinations of shades in the same bloom.

OFFER NO. C-32: Seed from fresh crop of English Bedding Single Dahlias—packet50

Mignon Bedding Dahlias

We offer these in TUBERS for the gardener who wants to plant directly into the ground where they are to bloom.

Mignon Bedding Dahlias are a selection of the choicest colors and shades of the English Bedding Singles, and in the last two years have been largely used in the leading parks and estates for hedges and beds, giving a mass of color throughout the season. They require little care and no disbudding. They have been one of the leading attractions at Flower Shows during the past season, and fashionable florists have shown them in their windows in flower bowls and table centerpieces.

OFFER NO. C-33: One dozen strong tubers Mignon Dwarf Bedding Dahlias, assorted colors\$2.50
Three dozen tubers for..... 6.75
One hundred tubers for.....14.50

Giant Exhibition Dahlias

We grow all the worth-while Dahlias, both the new, and the standard sorts, and when we offer a collection of Dahlia Tubers, it is made up of the best sorts. IN THE FOLLOWING COLLECTIONS, IF YOU WILL LIST THE VARIETIES YOU ARE NOW GROWING, WHEN YOU ORDER FROM US, WE WILL TRY TO SEND YOU VARIETIES WHICH WILL NOT DUPLICATE THE VARIETIES YOU ALREADY OWN.

OFFER NO. C-34: Collection of six Exhibition Dahlias including Jersey's Beauty, Paul Michael, Mrs. John T. Scheepers and three other fine varieties\$2.00

OFFER NO. C-35: Collection of six Exhibition Dahlias including Queen of the Garden Beautiful and five other fine varieties 5.00

OFFER NO. C-36: Collection of ten Exhibition Dahlias including Marmion and nine other exceptionally good varieties10.00

OFFER NO. C-37: Collection of twelve of the very choicest new introductions including Jane Cowl and eleven other "gems".....25.00

**ORDER TO
CHARLES G. DAVIS**

CHAGEDA GARDENS, SAN LEANDRO, CALIF.

Please ship the following items under the terms of your **GUARANTEE** printed below:

Date.....

Name.....
Please write plainly. Ladies use prefix Miss or Mrs.

R. D. or Street.....

Post Office.....

State.....

Our Guarantee

—

We furnish the seeds. You do the planting. WE DO NOT guarantee results of your labors and the Weather Conditions. WE DO guarantee for six months from date of sale the fertility of the seed sold to you up to the amount of the purchase price, but this sale is made with the agreement that in no case is Charles G. Davis liable for more than the amount actually paid for the seeds.

AMOUNT ENCLOSED	
Money	
Order.... \$	-----
Check or	
Draft.... \$	-----
Cash..... \$	-----
Stamps... \$	-----
TOTAL \$	-----

Retail orders for seeds and bulbs are sent prepaid in the U. S. unless otherwise noted in catalog.

Quantity	NAME OF ARTICLE OR VARIETY WANTED	Dollars	Cents
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

USE THE BACK OF THIS SHEET FOR BALANCE OF YOUR ORDER.
 Also write on the back of this sheet the names and addresses of some of your friends or neighbors who have recently started a flower garden. Particularly those who have just moved into a new home in the suburbs, or names of garden club members. We want to send them a catalog. A free packet of flower seeds will be sent you for your trouble. If you send more than ten names, one packet will be sent for each ten names.

Finest Grade Dahlia Seed

(WILL BLOOM THE FIRST YEAR)

It is very easy to raise Dahlias from seed, and in this way all of the new varieties are obtained. You are just as liable to find a new Dahlia of great merit as the dealer who grows thousands of seedlings, by planting GOOD SEED. You will never know what sport there is in raising flowers until you grow Dahlias from seed, and wait with expectancy, the opening of each new bloom, conscious of the fact that it may be the variety which the world has been waiting for, and which will make your name known around the world.

We are one of the largest growers of fine Dahlia Seed in the world, and supply some of the largest dealers in America and abroad. Our seed ripens on the plant and we harvest Dahlia Seed nine months in the year.

XXX GRADE DAHLIA SEED: Hand pollenized with both the seed bearing parent and pollen parent of most advanced type large, double exhibition blooms - 100 seeds in packet, with directions for growing..... 5.00

XX GRADE DAHLIA SEED: From the best known prize-winning double varieties. About 75% saved from decorative and 25% from Hybrid Cactus varieties. Packet of 100 seeds..... 2.00

X GRADE DAHLIA SEED: Saved from named varieties only, and a very good grade of seed. Packet 100 seeds 1.00

POMPOM DAHLIA SEED: Saved from the smaller and more popular types. Packet of 50 seeds 1.00

(If you are a real grower of Dahlia Seedlings, and want special seeds from known parents, send for a copy of "Chageda Dahlia Seed" listing over 200 varieties).

Early Gladiolus

The following selection of Gladiolus should be planted EARLY, and should be ordered at this time, thus insuring early blooms. Prices are quoted on strong, healthy, blooming-size bulbs. Three bulbs or more at dozen rate. 25 bulbs at 100 rate Per Per doz. 100

ALICE TIPLADY (Primulinus type): Probably the best known of all Glads. Beautiful orange-saffron	\$1.00	\$7.00
ANNA EBERIUS: A rich velvet purple with a throat darker shade. Very large	1.00	7.00
BARON HULOT: An odd shade of dark violet; fair sized blooms; strong spikes	1.50	10.00
CARMEN SYLVA: A fine clear white with slight violet markings deep in throat	1.50	10.00
E. J. SHAYLOR: Deep rose-pink blooms slightly ruffled, and on strong stem. Very fine..	1.00	7.00
GOLDEN MEASURE: Large ruffled deep yellow flower, well placed on sturdy stem	1.50	10.00
HALLEY: One of the earliest Glads; a salmon pink; lower petals blotched yellow. Fine....	.75	5.50
HERADA: An attractive glistening mauve with deeper throat. Very popular75	5.50
LE MARECHAL FOCH: Very large flowers of soft pink. Blooms early; vigorous grower75	5.50
MRS. FRANK PENDLETON: Delicately colored salmon-pink with maroon blotch on the three lower petals. One of the best cut-flowers75	5.50
MRS. FRANCIS KING: A strong growing variety, with brightest flame red blooms75	5.50
PANAMA: A strong spike of well formed deep pink flowers. Very beautiful	1.00	7.00
PRINCE OF WALES: Flowers of salmon-apricot shade One of the earliest and best.....	1.00	7.00
SCHWABEN: Probably the best clear canary yellow. Has crimson blotch in throat75	5.50
SOUVENIR: (Primulinus type) A very popular golden yellow of great value	1.00	7.00
VIRGINIA (Scarlet Princes): A tall spike bearing well formed flowers of beautiful shade of brilliant scarlet75	5.50
WILBRINK: A pale pink of great beauty, and a sport of "Halley", retaining the earliness of the parent, but having a better color....	.75	5.50
OUR DOLLAR MIXTURE: Containing some of the finest Glads. in cultivation, including all our varieties in high price bulbs which become mixed in digging.....	1.00	7.00
"SIX BITS" MIXTURE: Selected stock of large, high crown bulbs which will give a mass of bloom. Worth twice this price75	5.50

Sweet Pea Seed

Sweet Pea Seed is now being largely grown in California because of the ideal climatic conditions prevailing and due also to the fact that California grown seed gives a very high percentage of germination.

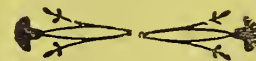
The varieties we list are all EARLY FLOWERING SPENCER SWEET PEAS, which are distinguished from the ordinary Spencer Strain on account of the fact they bloom from four to five weeks earlier when seed of both varieties are planted at the same time. They should be planted now. In mild climates out of doors, where they are to bloom, and in the colder climates, in small pots, to be transplanted into the open ground when danger of hard frost is past.

ALL WHITE: One of the best wavy whites	per pkt. .15
AMETHYST: Extra early flowering15
AVIATOR: Dazzling crimson scarlet15
BLUE BIRD: One of the best violet-blue.....	.15
CHEVALIER: Strong growing rose15
COLUMBIA: Salmon pink, white wings15
ELDORADO: New orange salmon. Strong stem35
FAIR MAID: Blush pink and salmon, white ground15
FLAMBEAU: A bright orange-salmon.....	.15
GLITTERS: Very popular cerise-scarlet15
GRENADIER: New. A glowing scarlet. Very fine25
HARMONY: The standard lavender. Long stems.....	.15
HERCULES: Unusually large pink15
ILLUMINATION: An excellent salmon-cerise15
IMPERIAL PINK: New. Gigantic clear pink35
MISS LOUISE GUDE: Brilliant pink show type15
NEW BLUE: Large deep blue on fine stem25
ORANGE KING: New. Deepest glowing orange35
PINK CHEROKEE: New. Pink-salmon on cream25
ROSE DORE: Rose pink suffused orange15
SNOWSTORM: Large improved white; long stem15
THE BEAUTY: Unusual shade; fiery rose15
TORCH: An excellent salmon-rose15
TRUE BLUE: Good stem; large flower15
VULCAN: Glistening scarlet; sunproof15
ZVOLANEK'S ROSE: A giant exhibition rose-pink15

It takes 1 ounce of Sweet Pea Seed to sow 30 feet of row. Varieties above listed at 15c per packet are 45c per 1/2 ounce. Varieties listed at 25c are 75c per 1/2 ounce.

OFFER NO. C-38: One packet each of nine of above varieties of our selection\$1.00

OFFER NO C-39: CHAGEDA MIXED SWEET PEA SEED in excellent selection of varieties. Packet 15c; 1/2 oz. 40c; 1 oz. 75c; 1/4 lb. \$2.50; Lb. \$7.50



Gorgeous Delphinium

These stately spikes of beautiful blossoms can be easily raised from seed and if planted early, will bloom the first year. In the succeeding years, as the clump grows stronger, the spikes are larger, many of them being six to seven feet in height.

The seed we offer is FRESH, and of this present crop. Delphinium seed loses its vitality rapidly and you should order now, and plant at once in pots or boxes. Full cultural directions sent with each order.

WREXHAM HOLLYHOCK FLOWERED DELPHINIUM: Some of these spikes have 30 to 40 inches of flowers each of exceptional size, and of good colors, both single and double. Our strain is very good. Large packet.....	.50
VANDERBILT HYBRID DELPHINIUM: Not so tall as the "Wrexham" strain, but the colors are more refined. The foliage is mildew-proof and a large percentage of the blooms are double. Large packet of seed saved FROM DOUBLE FLOWERS ONLY	1.00
Large packet of regular Vanderbilt strain..	.50
CHAGEDA HYBRID DELPHINIUM: Our selection of many strains. Nearly all doubles or semi-doubles. Large packet50

These Flower Seeds Should Be Ordered Now

We have carefully selected this list of seeds which should be ordered immediately. Many can be planted outside if the ground is suitable, while the majority should be started inside, in pots or flats, and transplanted into the garden when danger of frost is past. By doing this you will get bloom from most of the perennial varieties the first season. They will make a stronger growth, and the results amply justify the slight additional labor. Our regular annual catalog lists thousands of varieties but THESE VARIETIES SHOULD BE ORDERED NOW.

	Per Pkt.		Per Pkt.
ACHILLEA: The Pearl; (perennial)	\$.15	GODETIA: (annual) double mauve, crimson, carmine or mixed10
ALYSSUM: Lilac Queen, Sweet, Little Gem; (annual).....	.10	GYPHOPHILA: (annual) Elegans Grandiflora, white or carmine10
" Saxatile Compactum; (perennial) yellow.....	.10	" Paniculata; (perennial)10
ANCHUSA ITALICA: Dropmore; (perennial)15	" Paniculata; Fl. pl. double25
AMARYLLIS: Choice Hybrids; 15 seeds, \$1.00; 100 seeds..	4.00	HEUCHERA SANGUINEA: Coral Bells; (perennial)25
AQUILEGIA: Columbine; (perennial) Long spurred pink, Blue or mixed25	HOLLYHOCK: (perennial); Double rose, red, maroon, white, pink, yellow or mixed10
" Coerulea, blue15	LATHYRUS LATIFOLIUS: Perennial Pea; White Pearl, Crimson, Pink Beauty or mixed10
" Mrs. Scott Elliott's Strain25	LUPIN POLYPHYLLUS: (perennial); white, rose, blue or mixed10
ARCTOTIS GRANDIS: African Lilac Daisy (annual)10	" Hartwegi: (annual); white, dark blue, sky blue, rose or mixed10
ASTER PERENNIAL: Michaelmas Daisy, mixed10	MIGNONETTE: Reseda Odorata; (annual); sweet scented..	.10
BARTONIA AUREA: Yellow (annual)10	" Machet: mixed10
BELLIS PERENNIS: Monstrosa, English double Daisy; (perennial) pink, red, white or mixed10	" Red Machet15
CALENDULA: Cape Marigold; (annual); Orange King.....	.10	NEMOPHILA: Baby Blue Eyes; (annual)10
" Lemon King or mixed colors10	PENSTEMON: (perennial); giant mixed25
" The Ball; winter flowering25	POPPY: (annual); Shirley mixed10
" Campfire; new scarlet sheen50	" Eldorado mixed10
CANDYTUFT: (annual); Umbellata; Crimson, flesh, lilac, pink, rose, cardinal, white or mixed10	" Double Carnation flowered, mixed10
" Giant Hyacinth Flowered; white10	" (perennial); Oriental; orange-scarlet10
" Gibraltarica; (perennial) lilac10	" Hybrids; mixed colors10
CAMPANULA: Canterbury Bells; (biennial) single blue, lavender, white, pink or mixed10	" Iceland; orange10
" Cup and Saucer; pink, white, blue, lavender, or mixed15	" Iceland; New Hybrids; mixed15
CARNATION: Margurite; (perennial); mixed10	PRIMULA POLYANTHUS: (perennial); mixed15
" Giant Margurite; mixed15	PYRETHRUM: (perennial); Golden Feather10
" Chaubaud's new giant type; pink, salmon pink, deep rose, ruby, deep red, yellow, white or mixed15	" Roseum; single mixed15
CENTAUREA: Sweet Sultan; (annual); rose, lavender, purple, white, amaranth, yellow or mixed10	" Roseum; double mixed50
" Cornflower: (annual); single blue10	RANUNCULUS: (perennial); Choice French Hybrids25
" Cornflower: (annual); Double blue, rose-pink, maroon, white, mauve, rosy-red or mixed10	SCABIOSA: (annual); Azure, flesh pink, rose, scarlet, black, white or mixed10
CHEIRANTHUS ALLIONI: (perennial)10	SCHIZANTHUS: (annual); Grandiflorus mixed10
CHELONE BARBATUS TORREYI: (perennial)10	" Wisetonensis Excelsior; mixed25
CINERARIA: Semi-dwarf hybrids, mixed50	" Garraway Hybrids; mixed25
" Dwarf hybrids, mixed35	SNAPDRAGON: Antirrhinum; Tall, large flowered varieties: Bonfire, Canary Bird, Golden King, Coral Rose, Rose Queen, Garnet or mixed tall varieties10
" Tall hybrids, mixed25	" Medium tall, large flowered: Amber Queen, Carmine Queen, Defiance, Empress, Golden Yellow, Pink Perfection, Purity, Prima Donna, Silver Pink or medium mixed10
" Stellata: New hybrids, mixed25	STOCK: Winter or summer flowering; (annual): Abundance; lavender-pink15
CLARKIA: (annual) double pink, scarlet, chamois, salmon or mixed10	" Beauty of Nice; flesh pink15
COREOPSIS LANCEOLATA GRANDIFLORA: (perennial)..	.10	" Belle de Naples; old rose15
" FLORA PLENA: Double; new25	" Crimson King15
CYNOGLOSSUM AMABILE; Chinese Forget-me-not; (annual)25	" Mont Blanc; pure white15
DAISY: Shasta; Alaska; (perennial)10	" Monte Carlo; canary yellow15
DIANTHUS: CHINA PINKS; (annual) mixed10	" Parma Violet; silvery lavender15
DIGITALIS: Foxglove; (perennial) mixed10	" Summer Night; violet-purple15
ESCHSCHOLTZIA: California Poppy; Aurantiaca (true California gold), Alba, Crimson, Chrome, Golden West, Tango (bronze red), The Geisha (gold and crimson), Ballet Girl (carmine and cream), Mauve Beauty, Scarlet Beauty, Vesuvius, (wallflower red), or mixed10	" Mixed sorts of above10
FORGET-ME-NOT: Myostosis; (perennial) alpestris blue, white, pink, indigo blue or mixed10	SWEET PEAS: See opposite page.	
GAILLARDIA: Graniflora; (perennial) mixed10	SWEET WILLIAM: (perennial); single mixed10
" Portola Hybrids; very large; mixed25	" Double mixed10
" Dazzler; new25	" (annual) single mixed; new25
GERBERA: Transvaal Daisy; (perennial) Hybrids50	VERBENA: (perennial); white, scarlet, blue, pink, yellow, or mixed10
GUEM: (perennial) Lady Stratheden, double yellow.....	.15	VIOLA CORNUTA: (perennial); white, blue, yellow or mixed10
" Mrs. Bradshaw, double red15	WALLFLOWER: (perennial); double mixed15
		" (annual); single mixed10

It should be a satisfaction for you to buy your seeds from the grower. WE GROW MOST OF THE VARIETIES WE SELL and in addition, have extensive test gardens at San Rafael and Joaquin Avenues, San Leandro. During 1928 we maintained six seed plots, where the varieties could be widely separated to preserve quality of the strains. We grow flower seed and bulbs for more than a thousand Seedsmen and Florists. They are very particular buyers who have found that the best is cheap at any price. It would be well for you to follow the example of these experts. Buy your seeds HERE. If you are in our vicinity at any time, join the thousands of visitors who enjoy our test gardens, where there are flowers in bloom in the open every day in the year.